

WRITE US TO-DAY
FOR FULL INFORMATION

Walter D. Moses & Co.

103 East Broad Street
Oldest Music House in Virginia

PIANOLA PIANOS,
WITH THE METROSTYLE
AND THEMODIST

See Our Pianos, Pianolas and Organs During the Jamestown Exposition

Exposition year will be a history-making one with the "Oldest Music House in Virginia." The largest music house in the South, and the logical musical centre of Richmond and Virginia. We have provided for the exposition trade by wise and abundant buying. The best and most widely renowned instruments of every kind are shown in our warerooms in broadest variety. This is no narrow, one-line house. Quality is the first consideration, and then the lowest prices with the easiest terms.

Besides the many distinctly different makes of Pianos, we are sole agents for the Pianola and Pianola Piano. We are wholesale distributors of Victor Talking Machines and the largest retailers in the South.

Let your trip to Jamestown include a visit to historic Richmond, and make our store your headquarters. Listen to our free hourly concerts in the Victor and Pianola rooms.



Buy the Best Piano---The Purchase is Made for a Lifetime.

Most Piano stores are merely the agencies for some particular Piano. We are not. We stand sponsor for no particular Piano. Instead, we sell many different varieties of instruments.

They were selected by us solely because of their merits, and for nothing else. Each manufacturer represented by the "Oldest Music House in Virginia" is famous for quality Pianos.

This broad showing easily gives the intending purchaser every opportunity for the finest, most intelligent comparison. When we give you our expert opinion, we do it without prejudice.

The lines to select from are:

**Steinway, Hardman, Kimball, Wheelock,
Standard, Stuyvesant, Haines, Brewster, Weser.**

These Pianos are sold at the lowest prices obtainable. Furthermore, they are sold on easy monthly instalments. See them or write us NOW!

A Really Complete Sheet Music Dep't.

The largest and most complete showing of all kinds of music in the whole South is always ready for you here.

Just as fast as a successful piece of music is published, it is immediately added to our collection. So it matters not what particular production you may want—old or new—we can generally supply it.

Did you ever want any certain piece of music—one that ought to be easily obtained—but could not be? Then come to this store!

We make a specialty of supplying church music. An expert has charge of the department, and it contains all the kindred lines.

Mail Orders receive the most careful attention—prompt attention, too. Write us.

The Kimball Organs.

The line of Organs shown here is—like all other lines carried by us—very complete. The Kimball make of Organs is always complete.

Church Organs.

Every style of Church Organ is sold, too. The prices are very low, and our same easy terms obtain here.

All Kinds of Small Instruments.

Small instruments—such as Violins, Banjos, Guitars of the Washburn make, and Music Boxes—are low in price and high in quality. Mail orders for these instruments are filled promptly.

Free information if you write.

The Fascination of Personally Producing Music is Enjoyed by Everyone Who Owns

The Pianola or Pianola Piano.

Theodore Thomas once said, "Nothing so awakens an interest in music as helping to make it." To experience the full fascination the divine art of music can exercise on us mortals we must take an active part in the making of it.

The greatest pleasure in owning a Piano is being able to play it yourself. If a daughter or some member of the family is able to play the Piano acceptably—say, all but the most difficult music—that is certainly an accomplishment to be proud of. But would you not like to be able to play yourself—for yourself—whatever your taste or your mood prompts?

The Pianola Piano is not a "self-playing piano." Its great success is primarily based on the fact that it does not supply "automatic music," but that you can put into its playing as much feeling and expression as you yourself possess. The fascination grows with its use, as thousands of owners testify.

The Pianola Piano unites in a single compact instrument an upright piano of the highest grade, and the Metrostyle Pianola, "the standard Piano-Player of the world."

We have the Pianola with the Themodist added. Pianolas, \$250 up. Pianola Pianos, \$550 to \$1,000. Moderate monthly payments. We are exclusive agents here.



With a Victor Talking Machine You Can Give Your Own Concert in Your Own Home



"HIS MASTER'S VOICE"

Music is one of the great summertime needs. It fills in the gaps in the round of pleasure—it soothes the tired mind and body—it adds a note of gaiety to all occasions.

The Victor Talking Machine combines the music of all instruments in one—it enables you to enjoy all kinds of music in your own home. It matters not what class of music your taste or that of your company requires, you can INSTANTLY HAVE IT.

A Victor Talking Machine Costs Ten Dollars and Up.

And you can buy one and pay for it on easy monthly payments to suit your income.

If you want a Victor you can have it. A Victor talks, sings and plays. Hear them. Write us now.

Victor Records Fit All Disc Machines.

Big Stock Ready.

Our Record Department has been enlarged and greatly improved in arrangement. It is full of the newest Records—and all kinds of Records.

High-class Records are kept in envelopes to insure that they are not mixed or injured.

Free Hourly Concerts.

Are given in our Victor rooms and in our private Victor demonstrating room. You are invited to attend these free concerts—to hear the famous singers and speakers of the world.

All Retail Merchants Should Write Us For Victor Prices.

As retail and wholesale distributing agents for the Victor, we can supply retail dealers promptly. We buy machines and records in carload lots. This insures low freight and careful handling.

Write us NOW. Get into a money-making side of retailing.

Merchants should visit us during the JAMESTOWN EXPOSITION. We will be glad to show you our assortment.

**COSTS YOU ONE MINUTE AND
ONE CENT TO WRITE US.**

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**SLIGHTLY USED PIANOS
AT SPECIAL PRICES.**